

To: Orquina, Jessica[Orquina.Jessica@epa.gov]
From: Hart, Daniel
Sent: Mon 8/17/2015 5:32:09 PM
Subject: RE: Social Media & Gold King Mine

I would think tomorrow or Wednesday.

George said this week will get some attention once they make a couple key announcements.

Daniel (Danny) Hart | Acting Director of Web Communications | Office of Public Affairs | U.S. EPA |
Tel:202.564.7577 | cell: 202.365.7095

From: Orquina, Jessica
Sent: Monday, August 17, 2015 1:30 PM
To: Hart, Daniel
Subject: Fw: Social Media & Gold King Mine

What do you think about letting OSWER & OW slow starting to go back to normal? Main account & R6,R8,&R9 need to stay on GKM, but I'd be okay with the OW & OSWER going back to some other content - as long as they still RT/share a post from the main accounts every day.

What do you think? Or we could tell them tomorrow.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Phone: 202-564-0446

Mobile: 202-322-8369

From: Bassler, Rachel
Sent: Monday, August 17, 2015 11:49 AM
To: Hart, Daniel
Cc: Orquina, Jessica
Subject: RE: Social Media & Gold King Mine

Thank you.

From: Hart, Daniel
Sent: Monday, August 17, 2015 10:49 AM
To: Bassler, Rachel
Cc: Orquina, Jessica
Subject: RE: Social Media & Gold King Mine

Right, we're staying with GKM content for the next few days.

Daniel (Danny) Hart | Acting Director of Web Communications | Office of Public Affairs | U.S. EPA |
[Tel:202.564.7577](tel:202.564.7577) | cell: 202.365.7095

From: Bassler, Rachel
Sent: Monday, August 17, 2015 11:48 AM
To: Hart, Daniel
Cc: Orquina, Jessica
Subject: RE: Social Media & Gold King Mine

Hi Danny,

I saw Jess is out today and I wanted to follow up on tweets. Any direction for this week?
Continue the same as last week?

Thanks,
Rachel

From: Orquina, Jessica
Sent: Wednesday, August 12, 2015 10:13 AM
To: Social Media CoP
Subject: Social Media & Gold King Mine

Hello,

Thanks to all who retweeted/shared the posts about the Gold King Mine website on the main accounts.

For the rest of this week we will only be posting information related to the Gold King Mine on the main social media accounts. I have asked R6, R8, R9, OW, and OSWER to do the same. For all other offices and regions, you can continue your normal social media posting. However, please don't post about topics that might be sensitive, like water quality or emergency response.

The EOC has been activated. Any posts about the Gold King Mine (even just sharing the website) need to be approved by the PIO. I would suggest all EPA accounts just retweet or share posts from the main or administrator's Facebook and Twitter accounts. If you have an original post you want to put out, please contact me and I will help you get things reviewed by the PIO.

Here are the most recent posts from EPA and the administrator:

<https://www.facebook.com/EPA/posts/10153586907427229>

<https://twitter.com/EPA/status/631462878441271296>

<https://twitter.com/GinaEPA/status/631207628610371584>

If you have any questions, please call me.

Thanks!

Jessica Ann Orquina

EPA Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369